

Fashion Calendar

1949

8/15/49
File Copy

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 15, 1949</u>			
Beginning Monday August 15	OPENING OF FALL "HOLIDAY" COLLECTION Dorine Liebert will show her Fall and Winter collection, consisting of a group of at home "holiday" clothes in luxurious fabrics. Attendance by invitation only. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD ST. SHOWROOM
Beginning Monday August 15	NATIONAL RETAIL JEWELERS' SHOW Jewelry manufacturers and distributors will display merchandise at the 44th Convention and Trade Show from August 15 to August 18. Contact: Mr. Charles Evans, or Mr. Boyd Evans, MU. 2-2764.	AMERICAN NATIONAL RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA BALLROOM
Beginning Monday August 15	DESIGNS FOR A COLLEGE WARDROBE ON DISPLAY Exhibition of color sketches of original designs for the college girl's wardrobe created by college-age students at Traphagen. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday August 16 3:00 P.M.	"WOMEN IN LUCK"-- SUITS BY MURRAY SICES Russeks presents an informal suit show of Murray Sices Originals, designed for the half-size figure. Press by invitation. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR WOMEN'S WORLD
Wednesday August 17 9:30 A.M. Coffee; Brioche	PRESS PREVIEW OF FALL FASHIONS "The Mostest Of The Bestest For the Leastest"--showing of 1949 Fall fashions by Nelly Don. Attendance by invitation only. Contact: Sara Pennoyer; or Hilda Fitzgerald, LO. 5-4762.	NELLY DON	HOTEL PIERRE BALLROOM
Wednesday August 17 11:15 A.M.	SHOWING OF COLLEGE FASHIONS Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR COLLEGE SHOP
Thursday August 18 11:30 A.M. Aperitif	PRESS PREVIEW OF LANGE BOUTIQUE Showing of first Boutique in the French tradition by an American couturier, introducing accessories and basic costumes for 'round-the-clock, from morn to midnight, designed by Lange. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.	LANGE, INC.	SAVOY PLAZA THE PROMENADE
Thursday August 18 2:30 P.M.	TEEN-AGE FASHION SHOW Presentation of teen-age fashions featuring back-to-school Fall wardrobe. Open to public. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday August 20 11:00 A.M.	PRESENTATION OF COLLEGE FASHIONS Open to public.	GIMBELS Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	3RD FLOOR COLLEGE SHOP
Sunday August 21	JUVENILE FASHION SHOW Juvenile fashion show presenting Fall and Winter fashions for children, the first event of Asbury Park's Baby Week. Baby parade will be held on Wednesday, August 24. Publicity: Phyllis Chalzel, Bonnie Kid, CI. 6-0223.	BONNIE KID MODEL AGENCY	CONVENTION HALL ASBURY PARK, N.J.
Tuesday August 23 2:30 P.M.	FASHION SHOW OF COLLEGE CLOTHES College fashion show featuring John Held Jr.'s illustrations from August Glamour Magazine, comparing the styles of 1920 with the styles of 1949. Open to public. Publicity: Mary Grizzard, Market 2-1212.	L. BAMBERGER & CO. (NEWARK)	10TH FLOOR ALCOVE ROOM
Wednesday August 24 3:30 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Showing to the press of Fall hat fashions by Peter Bondi at a cocktail party. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PETER BONDI	36 WEST 58TH ST. SALON
Thursday August 25 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF "NIMBI" ORIGINALS A collection of imported knitwear for little girls and boys, infants to three years, will be presented at the first press showing by Rudin Needlecraft. Cocktails at 4:00 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation. Publicity: Donna Cannon, LE. 2-1952.	RUDIN NEEDLECRAFT	HAMPSHIRE HOUSE COTTAGE
Saturday August 27 11:00 A.M.	BACK-TO-SCHOOL FASHION SHOW Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	GIMBELS	3RD FLOOR COLLEGE SHOP

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Wednesday August 31	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST.	PUBL.: FRANCES SMITH	PL. 5-2600
Thursday Sept. 1	<u>SAKS FIFTH AVENUE</u> At 3:00 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday Sept. 7	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Friday Sept. 9	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST. (Note Change of Date).	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Designed by CASTILLO)	PUBL.: DINA DORE (Note Change of Date).	PL. 3-3410
Thursday Sept. 15	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE. (Note Change of Date).	PUBL.: CAROLYN HAIGHT	EL. 5-6800

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 5	LABOR DAY (Monday).		
Wednesday Sept. 7 12:30 P.M. Luncheon 4:45 P.M. (Trade Show)	PRESS SHOWING OF "PACKAGE FROM PARIS" First showing of new Fall French millinery and dresses flown here by Air France. Hats by: Albouy, Genevieve Bernard, Simon Cange, Janette Colombier, Claude St. Cyr, Rose Descat, Domino, Maria Guy, Legroux Soeurs, LeMonnier, Maud et Nano, Gilbert Orcel, Paulette, Francoise Ray, Reboux, Maud Roser, Madame Suzy, Suzanne Talbot, Rose Valois. Dresses by: Jacques Griffe, Jean Desses, Jean Patou, Marcel Rochas, Molyneux, Pierre Balmain, Robert Piguet, American interpretations of the French hats by G. Howard Hodge. American dresses--Herbert Sondheim. Furs--Esther Dorothy. Jewelry--Castlecliff. Bags--Koret. Gloves--Kislav. Umbrellas--Vedrenne. Femme Perfume--Marcel Rochas. Press showing at 12:30 P.M.; trade showing at 4:45 P.M. By invitation only. Staging, Production, Publicity: Dorothy Lansing, PL. 8-3145.	G. HOWARD HODGE	RITZ-CARLTON HOTEL MAIN BALLROOM
Wednesday Sept. 7 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Presentation of advance Fall fashion show by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Wednesday Sept. 7- Sept. 8	THIRTY-FIFTH ANNUAL LEATHER SHOW American leathers for Spring 1950 will be presented by the Tanners' Council of America. In addition, there will be a display of shoes which were in fashion at the turn of the century. Contact: Mr. J.L. Nelson, Tanners' Council, 100 Gold Street, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Sept. 8 2:30 P.M.	PRESS SHOWING OF FALL ORIGINALS Presentation to the press of Jay Thorpe Originals for Fall. Attendance by invitation only. Publicity: Joan Stafford, JU. 6-1000.	JAY THORPE, INC.	24 WEST 57TH STREET SALON
Thursday Sept. 8 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF NEW PRODUCT Presentation to the press by Lentheric of their new product at Lentheric's new showroom in the Squibbs Building, 745 Fifth Avenue. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-6300.	LENTHERIC	745 FIFTH AVENUE SHOWROOM-28TH FLOOR
Sunday Sept. 11- Sept. 12 8:00 P.M.	MILLINERY FESTIVAL IN HOUSTON, TEXAS America's leading millinery designers will appear in person with their creations at Glenn McCarthy's Shamrock Hotel in Houston. Presentation of a fashion extravaganza in eight scenes, sponsored by the Millinery Division of the Houston Retail Merchants' Association. The milliners who will attend include: Peter Bondi, Braagaard, Casper-Davis, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Harryson, Dave Herstein, Kenneth Hopkins, John-Frederics, Lenesta, Helen Liebert, Leslie Masters, Laddie Northridge, Grace Nugent, Florence Reichman, Rose Sapphire, Gerald Simon, Eve Tartar, and Marion Valle. Coordinator: Mona Manet. Commentator: Maggi McNellis. Press by invitation. Contact: Jerome Simon, The Fashion, 917 Main St., Houston, Texas (Tel. Atwood 2341).	HOUSTON RETAIL MERCHANTS' ASS'N.	SHAMROCK HOTEL HOUSTON, TEXAS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 12 10:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER MILLINERY Preview for the press of new Fall and Winter millinery by Irene of New York. Showing for retail customers will begin that afternoon at 3:00 P.M. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND ST. SALON
Monday Sept. 12 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present a showing of tall trends in Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, LE. 2-1952. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Monday Sept. 12 1:00 P.M. Luncheon	PRESS PREVIEW OF FALL FASHIONS Oleg Cassini will present a showing of his Fall collection at luncheon. Press by invitation. Public by reservation; contact: Dee Hales, VO. 5-2800, Ext. 3. Director of Fashion Shows for Sherry-Netherland: Alexandre Tarsaidze, VO. 5-2800.	OLEG CASSINI	SHERRY-NETHERLAND CHANTECLAIR ROOM
Monday Sept. 12 4:00 P.M. Cocktails	PRESS SHOWING OF FUR COLLECTION Bernham-Stein will present their Fall and Winter fur collection to the press. Attendance by invitation only. Publ.: Mildred Kaldor, MU.9-5420.	BERNHAM-STEIN FURS	660 FIFTH AVENUE SALON
Monday Sept. 12	BEACHWEAR SHOW IN CALIFORNIA Cole of California Inc. will open its Resort and Summer 1950 Beachwear line, by appointment, for buyers of sportswear for misses, children and teenagers in the 846 So. Broadway showroom. Invitations to the opening fashion show, which will take place September 19 at 4:00 P.M., will be issued. Contact: Margot Mallary, 2615 Fruitland Rd. Los Angeles 11, Cal.	COLE OF CALIFORNIA	846 SO. BROADWAY LOS ANGELES, CAL.
Beginning Monday Sept. 12- Sept. 23	FALL & HOLIDAY LINES IN CHICAGO MARKET Fall and holiday market openings by the Chicago Fashion Industries from Sept. 12 through Sept. 23. Contact: Abraham Heller, Executive Director, Chicago Fashion Industries, Chicago.	CHICAGO FASHION INDUSTRIES	CHICAGO, ILLINOIS
Tuesday Sept. 13 10:00 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present a press preview of his Fall collection at Gunther-Jaekel (at this location, 10 East 57th Street, in early September). Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER-JAECKEL	10 EAST 57TH ST. SALON
Tuesday Sept. 13 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Saks Fifth Avenue will present the Fall collection of custom millinery to the press. By invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Sept. 13- Sept. 14 4:00 P.M.	WOVEN LINGERIE FASHION PRESENTATION Showing of Textron woven lingerie on Tuesday, Sept. 13 and Wednesday, Sept. 14 at 4:00 P.M. By invitation only. Publ. Julia Cowles, MU.9-2000.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 13	CONFERENCE OF RETAIL MERCHANDISING There will be afternoon and evening sessions at a conference devoted to retail merchandising, with special emphasis on the problems of expense and controlling inventories. Contact: NRDGA, CH. 4-8180.	SMALLER STORES DIV. OF NRDGA	HOTEL STATLER GRAND BALLROOM
Wednesday Sept. 14 9:30 A.M. Breakfast	PRESS SHOWING OF FALL FASHIONS Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press. Presentation in the 4th Floor Training Dept., Classroom "C". Breakfast at 9:30 A.M. Show at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, VO. 5-5900.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 14 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom collection to the press. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.	OLDRIC ROYCE	16 EAST 52ND ST. SALON
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Arnold Constable will present Fall fashions at the Waldorf's Starlight Roof. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Milgrim will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Milgrim Publicity: Ruth Waltz, CI. 7-7200. St. Regis Fashion Publ.: Mary Alice Rice, CI. 6-1790.	MILGRIM	ST. REGIS HOTEL ROOF
Wednesday Sept. 14 4:00 P.M.- 7:00 P.M.	EDUCATIONAL DESIGNS OF SHOWROOMS ON DISPLAY Kim Hoffmann and Stephen Heidrich, industrial designers, will present their plans for showrooms with special display ideas for textiles, fashions and accessories. Opening on September 14 at 4:00 P.M. to 7:00 P.M., the show will continue daily from 10:30 A.M. to 5:00 P.M. until September 24. Open to public. Contact: PL. 5-9555.	KIM HOFFMANN; STEPHEN HEIDRICH	139 EAST 57TH ST. SHOWROOM
Thursday Sept. 15 9:30 A.M. Breakfast	PRESS SHOWING OF NEW MILLINERY Mary Goodfellow will present a small selected group of Fall trends in millinery at a breakfast preview for the press. Showing to retail customers at 3:00 P.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVE. SALON
Thursday Sept. 15 12:00 Noon Luncheon	ANNUAL FALL LUNCHEON & GLOVE DISCUSSION Speakers will include Congressman Ralph W. Gwinn (N.Y.) and representatives of the Chamber of Commerce, American Legion, and American Gold Star Mothers, who will discuss the Japanese threat to the American Knit Glove Industry. By invitation only. Public Relations Counsel: Claire A. Wolff, LO. 4-7230.	ASSN. OF KNITTED GLOVE AND MITTEN MFRS.	WALDORF-ASTORIA WEST BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 15 12:30 P.M. Luncheon	FASHION PREVIEW OF NEW ZIPPER Donahue Sales Corporation (distributors of packaged Talon Zippers) will introduce a new-purpose slide fastener at a luncheon. Showing of magazine pattern fashions and clothes made up especially for the show by pattern companies. By invitation only. Publ.: Joan Klein, BR. 9-5050.	DONAHUE SALES CORP.	WALDORF-ASTORIA WEDGWOOD ROOM
Beginning Friday Sept. 16- Sept. 23	OPENING OF RESORT LINES FOR 1949-1950 Opening of the 1949-1950 resort and cruise collections by member manufacturers of the California Apparel Creators are scheduled as follows: Friday, Sept. 16, at breakfast showing--Tabak of California, and Joy Kingston; at 2:00 P.M.--W.J. Schminke & Associates; Monday, Sept. 19 at 4:00 P.M.--Cole of California, Inc.; Thursday, Sept. 22--group showing; Friday, Sept. 23, at 4:00 P.M.--Catalina, Inc., at Catalina Island. Contact: California Apparel Creators, Los Angeles, California.	CALIFORNIA APPAREL CREATORS	LOS ANGELES, CALIFORNIA
Monday Sept. 19 1:00 P.M. Luncheon	FALL FASHION LUNCHEON SHOW Presentation of De Pinna's Fall fashions from three departments: Spectator Sports; Town; and Young Moderns (junior and deb). Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52. St. Regis Publ.: Mary A. Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Tuesday Sept. 20 4:00 P.M. Cocktails	PRESS SHOW: "CELESTE'S HOLIDAY SEASON" A collection of festive fashions for little girls, toddlers to twelves, will be presented at the first press showing by Celeste Frocks. Cocktails at 4:00 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation. Publicity: Rose Hilton, MU. 3-4261.	CELESTE FROCKS	HAMPSHIRE HOUSE COTTAGE
Wednesday Sept. 21 12:45 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Enchantment for Fall"--luncheon showing of fashions designed by Donald Norris, including coats, suits, tweeds, furs, and evening gowns. Hats from Mary Goodfellow; hair styles, Guro. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Contact: Donald Norris, LA. 4-4433. Hotel Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PENZNER, SCHIRO & DONALD NORRIS, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Aranka will present Fall millinery during luncheon. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Aranka Publ.: Mildred Kaldor, MU. 9-5420. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 22, 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Fashions for Fall will be presented by Russeks during luncheon. (Note change of date). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Plaza Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 24	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Saturday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 25	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Sunday).		
Monday Sept. 26 1:00 P.M. Luncheon	CUSTOM MILLINERY AT LUNCHEON SHOW Fall collection of custom millinery by Ish-Ti-Opi will be presented at luncheon. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Ish-Ti-Opi & Plaza Publ.: Mary Alice Rice, CI. 6-1790.	ISH-TI-OPI (22 E. 67TH STREET)	HOTEL PLAZA TERRACE ROOM
Week Of Sept. 26	FOURTH ANNUAL NAT'L SWEATER WEEK Theme of Sweater Week: The Family Group. Publ.: Martin Stern, VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Wednesday Sept. 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fur fashions by Dein-Bacher of the Waldorf will be presented during luncheon. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Dein-Bacher Contact: Winsome Courtney, PL.9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 29 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Macy's will present Fall fashions at a luncheon show. (Note Change of Date). Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE-PERSIAN
October 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Monday).		
Tuesday October 4 1:00 P.M. Luncheon	IMPORTED FALL FASHIONS AT LUNCHEON SHOW Callot Soeurs of Paris will present imported fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 20. Callot Soeurs Publicity: Mary Marsh, PL. 9-2675. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS OF PARIS, INC.	RITZ CARLTON HOTEL OVAL ROOM
Wednesday October 5 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Tuesday October 11 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW Custom-order and ready-to-wear originals, including street, evening and dinner clothes, coats and suits, will be presented by Jonai. Press by invitation. Public by reservation; contact: MU.8-3000, Ext. 20. Jonai Publ.: PL. 5-3500. Ritz Publ.: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday October 12 12:45 P.M. Luncheon	"YOUNG WORLD" FASHION SHOW Showing of Fall fashions for the younger set at luncheon in cooperation with CARE. Guest of honor: Betty Betz. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CHILDREN AND TEENAGE DESIGNERS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Milgrim will present Fall millinery at a luncheon show. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Beginning Monday October 17- October 22	CAMP NATIONAL POSTURE WEEK The eleventh annual observance of National Posture Week. Contact: The Samuel Higby Camp Institute for Better Posture, Empire State Bl., CH. 4-5798.	S.H. CAMP & COMPANY	THROUGHOUT THE COUNTRY
Tuesday October 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Fall millinery fashions by Laddie Northridge will be presented during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000 Ext. 20. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	LADDIE NORTHRIDGE	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday October 19 12:45 P.M. Luncheon	PRESENTATION OF FALL FASHIONS AT LUNCHEON "Magical Beauty"--showing of Fall fashions by specialty shops including Ada, Inc.--children's wear, Trent Leather--sportswear, Jeanne Rousseau Hats, Mimi Tuthill--gowns, Dorothee Furs, Maximilien Feldman--suits, Marie Fontaine--blouses, John Hall--hair stylist, de Tanya--imported scarfs, Asha Lingerie. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Hotel Pierre Fashion Publicity: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday October 19 1:00 P.M. Luncheon	SHOWING OF SHOES AND ACCESSORIES I. Miller will present a showing of Fall shoes and accessories during luncheon. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horchler, BR. 9-2000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER	WALDORF-ASTORIA SERT ROOM
Tuesday October 25 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of daytime and evening fashions. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 20. Sada Sacks Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publ. Marion Morrison, MU. 8-3000.	SADA SACKS (671 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday October 26 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Presentation of Russeks Fall fashions. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office; Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday October 26 12:45 P.M. Luncheon	FALL FURS AT LUNCHEON SHOW "Beauty, Harmony and Charm"--presentation of Fall and Winter fur fashions by House of Aronowicz; hair styles by Guro. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	HOUSE OF ARONOWICZ	HOTEL PIERRE COTILLION ROOM

MOVIES...THEATRE...TELEVISION

- Friday
August 12 PREMIERE: "SLATTERY'S HURRICANE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox film of romance and drama of the Navy pilots who
chart the hurricanes, starring Richard Widmark, Linda Darnell, and
Veronica Lake. Producer: William Perlberg. Director: Andre De Toth.
Wardrobe: Charles Le Maire. Publicity: Jeannette Sawyer, CO. 5-3320.
- Friday
August 12 PREMIERE: "IT'S A GREAT FEELING" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers presentation of a musical comedy starring Dennis Morgan.
Doris Day and Jack Carson showing behind-the-scenes action in a large
Hollywood motion picture studio. Producer: Alex Gottlieb. Director:
David Butler. Wardrobe: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Saturday
August 13 TELEVISION: "WINNER TAKE ALL" WCBS-TV, CHANNEL 2
8:00 P.M.- Television show featuring S. Strook camel's hair woolen fabric. The
8:30 P.M. woman's coat designed by Original Modes; the man's coat designed by
H. Freeman. Publicity: Nancy Saxon, Merchandise Director, PL. 5-2000.
- Wednesday
August 17 PREMIERE: "JOLSON SINGS AGAIN" (Movie) LOEW'S STATE THEATRE, B'WAY & 45TH.
Columbia's Technicolor production covering the period in Jolson's life
from the ending of the first film through his tours of war areas and army
hospitals, and his re-birth as a national entertainer. It stars Larry
Parks and Barbara Hale. Producer: Sidney Buchman. Director: Henry Levin.
Wardrobe: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Saturday
August 20 PREMIERE: "THE GIRL IN THE PAINTING" (Movie) LITTLE CARNEGIE, 146 W. 57 ST.
J. Arthur Rank production, released by Universal-International as a Pres-
tige Picture, about the search through Europe for a displaced person.
Starring Mai Zetterling, Robert Beatty, Guy Rolfe. Producer: Antony
Darnborough. Director: Terence Fisher. Wardrobe: Joan Ellacott.
Publicity: Lowell Benedict, PL. 9-8000.
- Monday
August 22 REOPENING: "ANNE OF THE THOUSAND DAYS" SHUBERT THEATRE, 44TH W. OF B'WAY.
The Playwrights Co. presents the Maxwell Anderson play about the marriage
of Anne Boleyn and Henry VIII. The large cast is headed by Rex Harrison
and Joyce Redman. Director: H.C. Potter. Costumes: Motley. Publicity:
William Fields, CI. 5-7930.
- Monday
August 22 REOPENING: "THE MADWOMAN OF CHAILLOT" ROYALE THEATRE, 45TH W. OF B'WAY.
Alfred de Liagre Jr. presents Martita Hunt, in the Maurice Valency
adaptation of the Jean Giradoux play. Costumes and settings: Christian
Berard. Publicity: Bernard Simon, CI. 5-7294.
- Tuesday
August 23 PREMIERE: "SWORD IN THE DESERT" (Movie) CRITERION, B'WAY & 45TH STREET
A Universal-International release, will inaugurate the Criterion's new
policy of presenting motion pictures for extended runs. The film depicts
the efforts of the underground forces to run immigrants through the
British blockade of Palestine. Starring Dana Andrews, Marta Toren and
Stephen McNally. Producer: Robert Buckner. Director: George Sherman.
Publicity: Lowell Benedict, PL. 9-8000.
- Wednesday
October 12 OPENING: "DOUBLE BILL" CORONET, 49TH W. OF BROADWAY
Maurice Evans, with Stephen Mitchell, will present two plays by Terence
Rattigan: "The Browning Version" and "Harlequinade." Mr. Evans will co-
star with Edna Best. Director: Peter Glenville. Costumes: David Ffolkes.
Publicity: Sol Jacobson, LU. 2-4993.